To: 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU, 1810 - Cinncinati ROU (WEBSTES), 1210 - New York ROU (ALVICHA), 1110 - Boston ROU (PROVENL), 1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (COLEMAF)
From: Martin, Patricia M.
Posted: 8/14/96 16:03
Opened: 8/14/96 16:03
Subject: DAIRY MART IMPLEMENTATION

Attached is all necessary information regarding displays, contracts and implementation for Dairy Mart Corporation.

I realize this may take a special mailing, however, communication on this implementation was sent out in November/December 1995 and in March/April 1996. Due to many stores not being converted Dairy Mart is receiving non-compliance from PM. We, therefore, must implement as we agreed to.

Plan-o-grams will be faxed to ROU's by Mike Washo on Thursday, August 15, 1996.

Your cooperation is appreciated.

Jim Piscitelli

CC: Murley, Duncan, Washo, Mike, Miskewycz, Ihor
DDA:MSMAIL=RJRWS/RJRPO4/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/RJRPO4/WILMESD; O=RJREM; P=WSX400; A=RJR; C=US

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